

# FASHION CALENDAR

Issue of SEP 27 1943

file

## Fashion Calendar Fuchsia Has Gone to War

We regret that delivery of our usual cover stock has been delayed by causes beyond our control. We are told that we will have to get along with this stop-gap cover for about a month, when we hope to be back in full dress again. Please pardon this unavoidable change of face.

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK CITY



## FASHION CALENDAR

**NOTE:** Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, SEPTEMBER 24, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing Through October	RUSSIAN AND ORIENTAL COSTUMES Museum of Costume Art has a new collection of Russian costumes and recent acquisitions including Chinese, Persian, Indian and Bokharin. Press and public invited. Hours, 10 A.M. to 5:30 P.M. Monday through Saturday; closed Sunday. Publicity: Polaire Weissman, PL. 3-7148.	MUSEUM OF COSTUME ART	18 EAST 50TH STREET 7TH FLOOR
Friday Sept. 24 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS A pre-selected runway collection of newest Fall and Winter fashions to be shown to a smart luncheon public and the Press by invitation. Luncheons from \$1.85. Stein & Blaine Publicity: Helen Denson, LE. 2-3488. Fashion Show Publicity: Mary Alice Rice, RE. 4-5900.	STEIN & BLAINE (15 W. 57TH ST.)	PIERRE HOTEL COTILLION ROOM
Friday Sept. 24 8:30 P.M.	CLARIFICATION MEETING ON POST-WAR PLANS A program to preserve the peace of the world once victory is won is being discussed by seven speakers representing different points of view. Speakers include: Anne O'Hare McCormick who is chairman, Ely Culbertson, Senator Ball, Mrs. Ruth Bryan Rhode, Clarence Streit and others. Admission by invitation only. Contact: Mrs. Wales Latham, N.Y. Times, LA. 4-1000.	NEW YORK TIMES	NEW YORK TIMES HALL 200 WEST 44TH ST.
Friday Sept. 24- Oct. 2	WINDOW DISPLAY OF HAND MADE GLOVES The Display Department of Traphagen School has prepared a window now on view showing hand-sewn gloves, examples of types to be executed in the glove making class that will start October 15th. For information, call Dorothy Tyroler, Registrar, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
Friday Sept. 24	OCTOBER ISSUE: "IT'S FUN TO BE YOUNG" FASHIONS Twelve pages of clothes for young girls and little women, supplementing a twenty page Beauty Portfolio. For store tie-ups and release dates contact Peggy Sweet, Merchandise Editor, MO. 4-7500.	GLAMOUR MAGAZINE	ON ALL NEWSSTANDS
Saturday Sept. 25 12:00- 2:30 P.M.	"MISS AMERICA" PERSONAL APPEARANCE Abraham & Straus will have "Miss America", "America's Newest Pin-Up Girl", sponsored by Vimm's and Tussy, autographing photographs for the purchase of \$1 or more of War Stamps and War Bonds. Everyone invited, particularly service men. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET 5TH FLOOR, EAST BLDG.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Saturday Sept. 25	<u>OFFICIAL FOOTBALL SCHEDULES OF COLLEGE AND SERVICE TEAMS FOR 1943 (EAST)</u>		
	<u>SEPTEMBER 25</u>	<u>OCTOBER 30 (Cont'd)</u>	
	PENNSYLVANIA-PRINCETON at PHILA. YALE-COAST GUARD at NEW HAVEN	NAVY-NOTRE DAME at CELEVELAND PENNSYLVANIA-ARMY at PHILA.	
	<u>OCTOBER 2</u>	<u>NOVEMBER 6</u>	
	COAST GUARD ACAD.-DARTMOUTH, HANOVER COLUMBIA-PRINCETON at BAKER FIELD CORNELL-NAVY at BALTIMORE PENNSYLVANIA-YALE at PHILADELPHIA	ARMY-NOTRE DAME, YANKEE STADIUM BROWN-YALE at NEW HAVEN COLUMBIA-DARTMOUTH at HANOVER NAVY-PENNSYLVANIA at PHILA.	
	<u>OCTOBER 9</u>	<u>NOVEMBER 13</u>	
	COLUMBIA-YALE at BAKER FIELD CORNELL-PRINCETON at PRINCETON PENNSYLVANIA-DARTMOUTH at PHILA.	COAST GUARD ACADEMY-BROWN at PROVIDENCE COLUMBIA-NAVY at BAKER FIELD CORNELL-DARTMOUTH at BOSTON YALE-PRINCETON at NEW HAVEN	
	<u>OCTOBER 16</u>	<u>NOVEMBER 20</u>	
	COLUMBIA-ARMY at BAKER FIELD NAVY-PENN STATE at ANNAPOLIS	BROWN-ARMY at WEST POINT COLGATE-COLUMBIA at BAKER FIELD DARTMOUTH-PRINCETON at PRINCETON	
	<u>OCTOBER 23</u>	<u>NOVEMBER 25</u>	
	ARMY-YALE at NEW HAVEN COLUMBIA-PENNA. at BAKER FIELD	BROWN-COLGATE at PROVIDENCE CORNELL-PENNSYLVANIA at PHILA.	
	<u>OCTOBER 30</u>	<u>NOVEMBER 27</u>	
	BROWN-PRINCETON at PRINCETON COLUMBIA-CORNELL at ITHACA DARTMOUTH-YALE at NEW HAVEN	ARMY-NAVY at WEST POINT	

WEEK BEGINNING MONDAY, SEPTEMBER 27, 1943

Monday Sept. 27 1:00 P.M. Luncheon	FALL FASHION LUNCHEON Open to public. Luncheons from \$1.85. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	PEGGY ROTH (400 PARK AVE.)	ST. REGIS HOTEL ROOF
Monday Sept. 27 8:00 P.M.	WAR BOND SHOW In order to "Back The Attack", Abraham & Straus is staging an entertaining show including Claudia Morgan of the stage, Lois January of radio, Fannie Hurst, novelist, and the A. & S. radio program called, "The Missus Goes A-Shopping." Free admission to those who buy Third War Loan Bonds at the A. & S. store Victory Booth. Public invited for music, fun and military exhibit. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS, BROOKLYN	ALBEMARLE THEATRE 973 FLATBUSH AVENUE
Tuesday Sept. 28 10:30 A.M.	PRIVATE PRESS PREVIEW: GREEN ROOM FASHIONS The Press will have first look at a "sidewalk" fashion show to be presented thereafter to the public for the following ten days daily at 11 A.M. to 1 P.M. and 3 to 5 P.M. in the store's windows. Press show, Tues., Sept. 28th at 10:30 A.M. by invitation only. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	LEXINGTON AT 59TH ST. CARPENTER'S SHOP, 4TH FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 28 12:30 P.M. Luncheon	PERSPECTIVE ON SOUTH AMERICA The speaker, Lois Mattox Miller, Roving Editor of "The Reader's Digest" is just back from a 35,000 air mile trip. She will discuss how through promotion and publicity we can best approach South America's fashion market. Luncheon, \$1.75 (incl. tip). Unlimited guest privileges. Contact: CI. 7-1734.	THE FASHION GROUP. INC. SALES PROMOTION DIVISION	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.
Tuesday Sept. 28 2:00- 6:00 P.M.	PREVIEW EXHIBIT OF SCULPTORS & CONSTRUCTIONS Alexander Calder, an internationally-known abstract sculptor has turned his talent to practical uses such as jewelry, toys, as well as mobiles and stabiles. Exhibit under direction of James Johnson Sweeney. Preview by invitation. Open to public, Sept. 29th to Nov. 28th. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Tuesday Sept. 28 3:00 P.M.	PRESS PREVIEW: FALL FASHION COLLECTION Unusual custom-made fashions with the primary purpose of getting away from black dresses, possibly because of shortage of dyes. In any case, this is a bright-hued collection. Press by invitation. Contact: Zoe de Salle, PL. 3-0397.	ZOE DE SALLE	18 EAST 53RD STREET
Tuesday Sept. 28- Sept. 29 4:00 P.M.	<del>FABRIC FASHION SHOW</del> <i>radio</i> <i>sew makes</i> How to sew your own clothes is shown and taught by Namm's fabric department in cooperation with McCall Pattern Co. Commentator: Edith Balfour Dunn, stylist for McCall. Press and public invited. Rhoda Friedman, TR. 5-5700.	THE NAMM STORE, BROOKLYN	452 FULTON STREET COLONIAL ROOM, 3 FL.
Wednesday Sept. 29 10:00 A.M.	PRESS SHOWING: NEW ORIGINAL HATS A small distinguished collection of originals by Braagaard, just returned from the Army. By invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.	BRAAGAARD	SALON 17 WEST 57TH STREET
Wednesday Sept. 29 1:00 P.M. Luncheon	FALL FASHION LUNCHEON Open to public. Luncheon, a la carte. Press by invitation. Arnold Constable Publ.: Jeanne Pierre, CA. 5-2300. Waldorf: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Wednesday Sept. 29 4:00- 6:00 P.M.	PHOTOGRAPHIC PREVIEW: "EUROPEAN CHILDREN" This is a factual photographic record of children in the war, sponsored by the Coordinating Council of French Relief Societies. These pictures include children from France, Spain, England, Sweden, Finland. Admission, opening day, \$1.10. General admission from Sept. 30th through Oct. 29th, 55¢, from 11 A.M. to 5 P.M., omitting Sundays. Publicity: Florence Gilliam, PL. 3-4571.	THERESE BONNEY	457 MADISON AVENUE
Sept. 30	FIRST DAY OF JEWISH NEW YEAR (Thursday)		
Thursday Sept. 30 10:30 A.M.	PRESS SHOW: NEW CUSTOM DIVISION FURS This will be a showing of late Fall and Winter quality furs in the Jaeckel tradition. Press, by invitation. Publicity: James Lang, Grey Advertising Agency, CH. 4-3900.	JAECKEL	10 EAST 57TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 30 1:00 P.M. Luncheon	LUNCHEON SHOW: ALL- ROUND WARDROBE A preview of what's correct for smart town wear during war time including an all-round wardrobe, "Fashions made effective by the use of true line and fabric without ornamentation." Open to public. Special luncheon, \$2. Press by invitation. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Plaza Publicity: Alma Zaiss, PL. 3-1740.	THE TAILORED WOMAN (742 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM
Thursday Sept. 30 4:30 P.M.	SHOWING COLLECTION OF FALL CUSTOM-MADE CLOTHES Elsa Higgins is a young woman who started in business by doing intelligent alterations on clothes. Now she has worked herself up to original creations in dresses, coats, suits. This showing will be given before her clientele and the Press. Contact: Elsa Higgins, RE. 7-4479.	ELSA HIGGINS	757 MADISON AVENUE
Thursday Sept. 30- May 27, 1944 7:40- 9:20 P.M.	EVENING COURSES IN RETAILING Of special interest to fashion people, John B. Swinney's course in the Retailing of Fashion Merchandise, "Marketing el3," beginning October 4th through January 24th, 1944, a course intended for those already engaged in the merchandising of ready-to-wear. Executives from Uptown Retail Guild Stores will attend many classes and take part in discussions. Enrollment at office of Registrar, University Hall. For costs and further details, consult the announcement of University Extension, available on application to Director, University Extension, 561 W. 116th St., N.Y.C., UN. 4-3200.	COLUMBIA UNIVERSITY & UPTOWN RETAIL GUILD	COLUMBIA U. SCHOOL OF BUSINESS, ROOM 611
Thursday Sept. 30 10:30- 11:00 P.M.	DEBUT: NEW RADIO PROGRAM Gertrude Lawrence will sing and act in her new radio program over WJZ for Revlon. Publicity: William H. Weintraub, Advertising, CI. 7-4282.	GERTRUDE LAWRENCE & REVLON NAIL PRODUCTS	BLUE NETWORK WJZ (770 ON DIAL)
Thursday Sept. 30	INVENTORY DATE OF RATIONED SHOES October 10th is the last day for filing the six-month OPA inventory taken on Sept. 30th to furnish further information to the government on how long the shoe ration periods should be.	RETAILERS, JOBBERS, SHOE MANUFACTURERS	TO BE REPORTED TO OPA INVENTORY UNIT, EMPIRE STATE BLDG., N.Y.C.
Saturday Oct. 2 10:30 A.M.	2ND FALL MEETING OF "TRICKS FOR TEENS" Another one of those gay entertaining fashion shows for junior-age misses, with music and guest-celebrities. Press and teen agers invited. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	HERALD SQUARE TEEN SHOP, 2ND FLOOR
Monday Oct. 4 1:00 P.M. Luncheon	FALL FASHION SHOWING Mrs. Pleasants Pennington, owner of Chez Rosette, will as usual M.C. her own Fall fashion show. Open to public. Luncheons from \$1.85. Press by invitation. Chez Rosette Publicity: Mrs. Pleasants Pennington, PL. 8-2460. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	CHEZ ROSETTE (10 E. 56TH ST.)	ST. REGIS HOTEL ROOF
Beginning Monday Oct. 4 3:00 P.M.	LECTURE: AMERICAN FURNITURE TRADITION This is the first of a series of lectures demonstrated by pictures in a new three-dimensional color photographic process. The history of American taste (Continued on following page)	BLOOMINGDALE'S	LEXINGTON AT 59TH STREET CONNOISSEURS' CORNER



DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

in furnishings is traced through photographs of miniature rooms from the Art Institute in Chicago. These lectures will be held twice daily, starting Oct. 5th-9th at 11 A.M. and 3 P.M. Publicity: Karen Hollis, VO. 5-5900.

Monday  
Oct. 4-8

SHOWING OF SPRING LINES  
BY FASHION EXHIBITORS

ST. LOUIS CREATORS

STATLER HOTEL  
ST. LOUIS, MISSOURI

Tuesday  
Oct. 5  
1:00 P.M.  
Luncheon

FALL OPENING: LUNCHEON  
FASHION SHOW SERIES

WALTER FLORELL  
(29 E. 53RD ST.)

RITZ CARLTON HOTEL  
OVAL ROOM

Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in Oval Room of Ritz, with a presentation of exciting Fall hats. Open to public. Luncheon, a la carte. Press by invitation. Florell Publ.: Mr. Frederick, PL. 5-0895. Ritz Publ.: Marion Morrison, PL. 3-4600.

Tuesday  
Oct. 5  
2:00-  
6:00 P.M.

PREVIEW: YOUNG  
NEGRO ART

MUSEUM OF  
MODERN ART

11 WEST 53RD STREET  
YOUNG PEOPLE'S GALLERY

This is an exhibit of the work of students of Hampton Institute. On the preview day, the Museum will give a tea for friends and officials of the Institute, thereafter the public exhibit of one dozen paintings and 25 drawings will be on view through Nov. 28th. Preview, by invitation. Publicity: Sarah Newmeyer, CI. 5-8900.

Beginning  
Tues., 10/5

FIRST THREE GAMES IN WORLD SERIES TO TAKE PLACE IN NEW YORK

*tickets on sale at Winter Garden Box Office, B'way at 50th St.*

Wednesday  
Oct. 6  
1:00 P.M.  
Luncheon

FALL FASHION  
SHOW LUNCHEON

THE TAILORED WOMAN  
(742 FIFTH AVENUE)

WALDORF ASTORIA HOTEL  
SERT ROOM

Open to public. Luncheon, a la carte. Press by invitation. Tailored Woman Publ.: Belle Gillis, PL. 5-2500. Waldorf: Ted Saucier, EL. 5-3000.

Beginning  
Wednesday  
Oct. 6  
7:00-  
10:40 P.M.

LECTURE COURSES IN  
WAR TRAINING FILMS

INSTITUTE OF FILM  
TECHNIQUES

CITY COLLEGE  
139TH AT CONVENT AVE.

Because of the need for trained film technicians, the Institute of Film Techniques will give courses on film production, experimental studio, film writing, sound recording, moving picture photography and film editing. Graduates trained in this work usually find employment with the armed services or commercial film companies. Course takes five months, needs no entrants requirements. Press, \$10 for course, plus \$2 registration fee. Publicity: Evelyn Gerstein Associates, CI. 6-7632.

Wednesday  
Oct. 6-  
Oct. 31

RODEO

MADISON SQUARE GARDEN

8TH AVE. AT 50TH STREET

18th Annual World's Championship Rodeo. About \$100,000 prize money! Guest star: Roy Rogers, hero of Western films. Publ.: Miss Jenkins, CO. 5-6800.

Thursday  
Oct. 7  
1:00 P.M.  
Luncheon

UNUSUAL FALL  
LUNCHEON SHOW

LANG, FASHIONS  
CARTIER, JEWELS  
EDMOND, COIFFURES

RITZ CARLTON HOTEL  
OVAL ROOM

This is a special coordination of de luxe fashions and jewels and hair styles inspired by M.G.M.'s production of "DuBarry Was A Lady." Luncheon, a la carte. Press by invitation. Lang Publ.: Viola Shefer, PL. 3-2117; Cartier: Pierre Claudel, PL. 3-0111; Ritz Carlton: Marion Morrison, PL. 3-4600.

Sunday  
Oct. 10-  
Oct. 23

PERSONAL APPEARANCE:  
"MISS WYN" FASHIONS  
Contact: Mr. A. E. Wittenberg, ME. 3-1000.

WESTWARD KNITTING MILLS  
OF LOS ANGELES

NEW YORKER HOTEL  
8TH AVE. AT 34TH ST.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 11 1:00 P.M. Luncheon	FALL FASHION LUNCHEON Open to public. Luncheons from \$1.85. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	MIMI TUTHILL (50 E. 50TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM

Beginning Monday Oct. 11	SPORTSWEAR GUILD SPRING SHOWINGS Sportswear fashions exhibited during the week beginning October 11th will be the only collection shown during the entire Spring season. Due to shortage of materials and uncertain deliveries, this date has been advanced a month ahead of last year. Individual opening dates follow: <u>MONDAY, OCTOBER 11</u> ZOLTAN ROSENBERG 550 7TH AVE. SPORT-CRAFT INC. " " " STAR-MAID 498 " " <u>TUESDAY, OCTOBER 12</u> ADLER & ADLER 550 7TH AVE. DAVID M. GOODSTEIN " " " KANE-WEILL 498 " "	NINE MEMBERS	VARIOUS SHOWROOMS <u>THURSDAY, OCTOBER 14</u> DAVIDOW 550 7TH AVE. CHARLES W. NUDELMAN " " "
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Monday Oct. 11 6:45- 8:25 P.M.	COURSE IN RETAIL CREDIT AND COLLECTION TECHNIQUES This course is given 1 night a week for 8 weeks on Mondays from 6:45-8:25 P.M. Instructor is A.S. Kleckner. Cost \$5. For information: GR. 5-7140.	RETAIL CREDIT MEN'S ASSOCIATION	CITY COLLEGE SCHOOL OF BUSINESS, 17 LEX. AVE.
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Monday Oct. 11- Nov. 18	LECTURES ON FURNITURE FASHIONS Miss Bradish gives 2 parallel series of 6 lectures each on Mondays and Thursdays at 11 A.M. The Monday lectures show America's dependence on European furniture styles; Thursday's show the growth of our own sources of American furniture. Each series is a separate unit. Those interested are invited. Publicity: Charlotte Hughes, RH. 4-7690.	ETHELWYN BRADISH FOR METROPOLITAN MUSEUM	5TH AVE. AT 82ND STREET MET. MUSEUM OF ART
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Monday Oct. 11-20 <del>Oct. 20</del>	JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA LONG ISLAND
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Monday Oct. 11	SHOWING OF SPRING WHOLE- SALE DRESS LINE	STYLE CREATORS OF CHICAGO	MERCHANDISE MART CHICAGO, ILLINOIS
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Monday Oct. 11-14	SHOWING OF SPRING WHOLESALE SPORTSWEAR	AMERICAN FASHION ASSOCIATION	BAKER & ADOLPHUS HOTELS DALLAS, TEXAS
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Tuesday Oct. 12 1:00 P.M. Luncheon	FALL STYLE SHOW Open to public. Luncheon, a la carte. Press by invitation. Jonai Publicity: Mr. Nathan, PL. 5-5430. Ritz: Marion Morrison, PL. 3-4600.	JONAI INC. (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
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Tuesday Oct. 12- Oct. 16	KINGS COUNTY VICTORY FAIR Abraham & Straus in cooperation with the New York State Emergency Food Commission, Brooklyn Chapter of American Red Cross, The New York Victory Garden Council, and the Brooklyn C.D.V.O. is staging a big home war work competition. Residents of Kings County will exhibit their Victory Garden vegetables, canned goods, baked goods, and handicraft. Prizes will be War Stamps and War Bonds for best entries. There will be big events every day, music, information and fun galore! Public invited. For more information, Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET 7TH FLOOR, EAST
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 14 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FUR FASHIONS Beautiful new fur originations for Fall and Winter shown by Mr. Rainer, who has already set many fur trends in this country. Luncheon, \$2. Press by invitation. Rainer Publicity: Viola Shefer, PL. 3-2117. Ritz Publicity: Marion Morrison, PL. 3-4600.	ALFRED RAINER (17 E. 55TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Beginning Saturday Oct. 16 7:00- 7:30 P.M.	RADIO SERIES ON POST-WAR PROSPERITY The first in a series on October 16th will be a talk by Mr. Ruml, treasurer of R.H. Macy & Co. and chairman of the N.Y. Federal Reserve Bank. He will speak on financing post-war prosperity. On November 6th, Dr. David Craig will talk about getting goods to the consumer. Everyone invited to listen.	BEARDSLEY RUMI AND DAVID CRAIG	NBC (660 ON DIAL)
Sunday Oct. 17- Oct. 20	12TH NATIONAL SHOE EXPOSITION 12th annual Spring Opening for shoe manufacturers' lines held under the management of Mr. E. A. Richardson of Boston. This will be the only large-size shoe exposition in the East for Spring buying. Contact: E. A. Richardson or Mr. Shaffer, Front Office Manager, ME. 3-1000.	SHOE MANUFACTURERS	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Monday Oct. 18 1:00 P.M. Luncheon	FALL COLLECTION OF ORIGINAL MODELS Open to public. Luncheons from \$1.85. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	HELEN DE HUENE (21 E. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Beginning Monday Oct. 18	SPRING FASHION LINES The need for time to procure, make and deliver fashions today prompts their earliest possible showing. Hence, Spring lines will be shown early. Individual opening dates will be listed as soon as they are set.	FASHION ORIGINATORS' GUILD OF AMERICA	VARIOUS SHOWROOMS
	WILLIAM BASS 530 7TH AVE. DAVE BELLSEY 512 " " ANTHONY BLOTTA 498 " " CAPRI FROCKS 1372 B'WAY DEITSCH, WERSBA, COPPOLA 512 7TH AVE. ED GERRICK 550 " " FOX BROWNIE 498 " " A. GOODMAN 530 " " FRED GREENBERG 550 " " JOSEPH HALPERT 530 " " HORWITZ & DUBERMAN 498 " "	JUNIOR LEAGUE INTERNAT'L DRESS KAPLAN & GRABOIS SAMUEL KASS LA RUE DRESSES MARY LEE PARNIS-LEVINSON BEN REIG C.H.D. ROBBINS MARTIN SIMON HERBERT SONDHEIM ZUCKERMAN & KRAUS	1372 B'WAY 1400 " 498 7TH AVE. " " " 550 " " 530 " " " " " 498 " " 525 " " 498 " " 530 " " 512 " "
Tuesday Oct. 19 1:00 P.M. Luncheon	ADVANCE WINTER FUR FASHIONS The Esther Dorothy furs always make headlines. Open to public. Luncheon, a la carte. Press by invitation. Esther Dorothy Publicity: Eleanor Lambert, PL. 5-8580. Ritz Publicity: Marion Morrison, PL. 3-4600.	ESTHER DOROTHY (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 19- Oct. 20	SOUTHWESTERN REGIONAL MEETING This will be a meeting specially called for better understanding of smaller stores and their business problems. Contact: Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	ADOLPHUS HOTEL DALLAS, TEXAS



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 20- Oct. 22 2:45 & 8:45 P.M.	FASHIONS OF THE TIMES Twice a day for three consecutive days, the N.Y. Times Fashion Department will present "Fashions of The Times" to prove the cooperation of manufacturers and designers with New York retailers. This is the second year this show has been given. The technique of the professional theatre will be used in presentation. Fashion Director is Virginia Pope, N.Y. Times Fashion Editor, aided by Frances Bemis, who will stage the production. Tickets are swiftly sold out at \$1.65, so write in at once to Mr. Ivan Veit, N.Y. Times Promotion Department, 229 W. 43rd St., N.Y.C., LA. 4-1000.	THE NEW YORK TIMES	TIMES HALL 240 WEST 44TH STREET
Wednesday Oct. 20- Oct. 21	POST-WAR PLANNING FOR COTTON TEXTILES A report on the year's developments in cotton textiles and the industry's attitude toward current problems will be given at the opening session. Later there will be several forums taking up matters of interest to cotton people. They are looking ahead to what will happen at the termination of government contracts when new problems of financing and production will arise. This meeting is of vast interest to all cotton people and should be attended by all those interested. Contact: Virginia Jewel, WO. 2-0270.	THE COTTON TEXTILE INSTITUTE	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Thursday October 21 1:00 P.M. Luncheon	FALL MILLINERY LUNCHEON SHOW Public invited. Luncheon, \$2.00. Press by invitation only. Florell Publicity: Mr. Frederick, PL. 5-0895. Plaza Publicity: Alma Zaiss, PL. 3-1740.	WALTER FLORELL (29 E. 53RD ST.)	PLAZA HOTEL PERSIAN ROOM
Thursday Oct. 21 4:30 P.M. Cocktails, 5:15 P.M. Show	IT'S FUN TO SEW An original kind of teen-age fashion show directed by Betty Green and Jane Chapman and planned to show how to prove to the teen-age sewing group that it's "Fun to Sew." Typical "Calling All Girls" readers will model clothes they have made for themselves. Fabrics, patterns and notions buyers, fashion editors and special editors by invitation. Publicity: Evelyn Docher, PL. 3-5600.	THE SPOOL COTTON CO. & "CALLING ALL GIRLS"	PIERRE HOTEL 5TH AVE. AT 61ST STREET
Oct. 21- Nov. 3	EMPIRE FALL RACE MEET	EMPIRE CITY RACING ASSOCIATION	JAMAICA RACE TRACK JAMAICA, LONG ISLAND
Monday Oct. 25- Oct. 27 9:00 A.M. On.....	30TH NATIONAL FOREIGN TRADE CONVENTION Selected speakers will discuss inter-American relations and those with the British Commonwealth of Nations, Soviet Russia, and China. Sessions start at 9:00 A.M. and last through after-dinner meetings. More details later. Contact: Mr. Al Crawford, National Foreign Trade Council, WH. 4-5780.	NATIONAL FOREIGN TRADE COUNCIL	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD STREET
Monday Oct. 25 1:00 P.M. Luncheon	SHOWING: CUSTOM-MADE FALL HAT COLLECTION Details later. Open to public. Luncheons from \$1.85. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	HELENE GARNELL (40 E. 51ST ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Oct. 26 1:00 P.M. Luncheon	FALL MILLINERY COLLECTION Open to public. Luncheon, a la carte. Press by invitation. Braagaard Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Publicity: Marion Morrison, PL. 3-4600.	BRAAGAARD INC. (17 W. 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Oct. 26	EXHIBIT: PAINTINGS BY ALEXANDRA PREGEL First American exhibition will be on view for two weeks. Publicity: Evelyn Gerstein Associates, CI. 6-7632.	NEW SCHOOL FOR SOCIAL RESEARCH	66 WEST 12TH STREET
Wednesday Oct. 27 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Details later. Open to public. Luncheon a la carte. Press by invitation. Russeks Publ.: Beatrice Castle, WI. 7-1900. Waldorf: Ted Saucier, EL.5-3000.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Oct. 28 8:00 P.M.	ANNUAL MEETING Details later. Contact: Miss Wiedenfeld, LO. 3-2992.	TEXTILE DISTRIBUTORS INSTITUTE, INC.	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Monday Nov. 1-4	ANNUAL NATIONAL SHOE FAIR  The OPA in connection with this Annual National Shoe Fair, will stage a four-day clinic for the shoe industry. Harold Quimby of Trade Section, Footwear Rationing Branch, OPA, will conduct. Many government people will be in attendance. All shoe retailers invited. Regarding hotel accommodations, the Stevens Hotel in Chicago, preempted by the Army, is now back under private management and will be available for the Shoe Industry War Conference and Market Week. There will be no shoe displays at the Stevens, only sleeping accommodations during the four-day period of the conference.	NATIONAL SHOE RETAILERS ASSN., NAT'L BOOT & SHOE MFRS. ASSN.	MORRISON HOTEL, MEZZANINE CHICAGO, ILLINOIS
Monday Nov. 8 1:00 P.M. Luncheon	SHOWING OF FALL SPORTS FASHIONS Open to public. Luncheon, \$2. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	CASUAL CLOTHES INC. (745 MADISON AVENUE)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Nov. 8-9	FALL PLASTICS MEETING This is the regular meeting of the Plastic Industry and will probably be held at lunch time with Mayor LaGuardia as guest speaker. Open to all interested. Contact: John M. Weatherby, LE. 2-6057.	SOCIETY OF THE PLASTIC INDUSTRY	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Monday Nov. 22	OPENING NIGHT: DIAMOND JUBILEE Publicity: Constance Hope, PL. 3-3390.	METROPOLITAN OPERA CO.	METROPOLITAN OPERA HOUSE B'WAY AT 39TH ST.

#### DATES AHEAD

#### RED LETTER WEEKS

Sept. 30	1ST DAY: JEWISH NEW YEAR (Thurs.)*	Oct. 1-11	NATIONAL BRANDS WEEK
Oct. 1	MOVING DAY (Fri.)	Oct. 2-9	NAT'L RETAIL FURNITURE WEEK
Oct. 9	JEWISH DAY OF ATONEMENT (Sat.)*	Oct. 3-9	FIRE PREVENTION WEEK
Oct. 12	COLUMBUS DAY (Big Shopping Day) (Tues.)	Oct. 3-9	NATIONAL LETTER WRITING WEEK
Oct. 27	NAVY DAY (Wed.)	Oct. 10-16	NATIONAL BUSINESS WOMEN'S WEEK
Oct. 31	HALLOWE'EN (Sun.)	Oct. 10-17	NATIONAL WINE WEEK
Nov. 2	ELECTION DAY (Tues.)	Oct. 11-17	BIBLE WEEK
Nov. 11	ARMISTICE DAY (Thurs.)	Oct. 17-23	NATIONAL PHARMACY WEEK
Nov. 25	THANKSGIVING DAY (Thurs.)	Oct. 24-31	NATIONAL APPLE WEEK
Dec. 22	1ST DAY OF WINTER (Wed.)	Oct. 31-11/6	GIRL SCOUT WEEK
Dec. 25	CHRISTMAS DAY (Sat.)	Nov. 1-7	AMERICAN ART WEEK
Dec. 31	NEW YEAR'S EVE (Fri.)	Nov. 7-13	AMERICAN EDUCATION WEEK

\*Marked closed for all practical purposes.



MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- ✓ Friday.....PREMIERE: "THE KANSAN" (Movie) RIALTO THEATRE, B'WAY AT 42ND ST.  
~~Sept. 24~~ This is a United Artists picture, a typical hard-riding, fast-shooting  
*Oct. 1* wild Western featuring Richard Dix, an old-timer at this kind of picture.  
*Closed* Publicity: Robin Harris, BR. 9-7300.
- Saturday.....PREMIERE: "THE MAN FROM DOWN UNDER" (Movie) GLOBE THEATRE, 1555 BROADWAY  
 Sept. 25 This is MGM's picture with an Australian background, starring Charles Laugh-  
 ton and Binnie Barnes. Costume supervision by Irene. Publicity: Lou  
 Smith, BR. 9-7800.
- Monday.....FREE MOVIE DAY ALL OVER THE COUNTRY  
 Sept. 27 Admission to movies on that day will be solely on the basis of a War Bond  
 purchase. This is another of the film industry's contributions to the Third  
 War Loan Drive. MGM Publicity: Lou Smith, BR. 9-7800.
- Monday.....PREMIERE: "HAIRPIN HARMONY" NATIONAL THEATRE, 208 W. 41ST ST.  
 Sept. 27 This is a musical farce by Harold Orlob with 16 girl musicians who play on  
 stage. Cast includes Karen Conrad, Carlyle Blackwell and others. Fashions  
 from Bonwit Teller. Publicity: Arthur Levy, CH. 4-3254.
- Wednesday..PREMIERE: "WINTERTIME" (Movie) ROXY THEATRE, 7TH AVE. AT 50TH ST.  
 Sept. 29 20th Century Fox's picture starring Sonja Henie with Cesar Romero. Clothes  
 by Rene Hubert. Publicity: Jeannette Sawyer, CI. 6-0950.
- Wednesday..PREMIERE: "ALL FOR ALL" BIJOU THEATRE, B'WAY AT 45TH ST.  
 Sept. 29 This is an out and out comedy with Jack Pearl, Flora Campbell, Harry Green  
 and others. Clothes by Mary Lewis, Jay Thorpe and Saks 5th Avenue. Public-  
 ity: Karl Bernstein, CI. 6-0427.
- ✓ Friday.....PREMIERE: "THANK YOUR LUCKY STARS" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.  
 Oct. 1 This is a big all-star Warner Bros. vehicle with plenty for your money and  
 gowns by Milo Anderson. Publicity: Eva Siegel, CI. 6-1000.
- ✓ Friday.....BROADWAY STARS IN PERSON AT CAPITOL, STRAND, ROXY, MUSIC HALL, LOEW'S STATE  
 Oct. 1 Admission will be free to purchasers of Third War Loan Bonds. Stars and  
~~Midnight~~ orchestra leaders pledged to appear to whoop up the sale of bonds, include:  
*11:30 P.M.* Frank Sinatra, Joe Lewis, Ethel Waters, Ethel Merman, Frank Fay, Billie  
 Burke, Bert Wheeler, Bert Lahr, Carol Landis, Allan Jones, Miriam Hopkins,  
 Tommy Dorsey, Charlie Barnet, Morton Gould, Vaughn Monroe, Sammy Kaye and  
 many others. Publicity: Ben Serkowich and Paula Gould, CO. 5-1250.
- ✓ Tuesday....FORMAL OPENING: ST. REGIS HOTEL, IRIDIUM ROOM, 5TH AVENUE AT 55TH STREET  
 Oct. 5 Evening clothes or uniforms for opening night dinner dance. St. Regis  
 Maisonette will have same sort of opening on Oct. 12th. After two opening  
 parties, both rooms will be informal. Publ.: Mrs. Timmie Richards, PL. 3-4500.
- ✓ Thursday..PREMIERE: "ONE TOUCH OF VENUS" IMPERIAL THEATRE, 249 WEST 45TH ST.  
 Oct. 7 This much-awaited comedy is the Kurt Weill-S.J. Perelman-Ogden Nash musical  
 produced by Cheryl Crawford and John Wilderberg. Cast includes Mary Martin,  
 John Boles, Paula Laurence and Kenny Baker. Staging, Elia Kazan. Costumes,  
 Paul du Pont and Kermit Love. Publicity: Jean Dalrymple, MU. 5-3114.
- Sunday.....PREMIERE: BALLET THEATRE METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.  
 Oct. 10- The Fall season of Ballet will last four weeks under the usual direction of  
 Nov. 7 Hurok with new sets and costumes and three brand new ballets: "Mademoiselle  
 Angot," "Fair at Sorochinsk" and also "Tally Ho." The usual favorite per-  
 formers will appear in the best-liked ballets such as "Slovonika," "Pas de  
 Deux," "Romeo and Juliet," "Helen of Troy," "Aleko," and others. Zorina will  
 appear whenever her movie career permits. Publ.: Gerald Goode, PL. 3-0820.
- ✓ Week of....PREMIERE: "THE NAKED GENIUS" PLYMOUTH THEATRE, 236 W. 45TH ST.  
 Oct. 11 This is a screaming comedy by Gypsy Rose Lee about a pair of milliners called  
 Fred-Eric. Rex O'Malley and Joan Blondell play the leading roles and John-  
 Fredericks, about whom the comedy is said to be written, have designed the  
 hats. Produced by Michael Todd. Costumes by Juliette, Brooks Costume Co.  
 and Wilma Gowns. Publicity: Louis Harmon, CI. 7-4374.